

ORDER



Orders
Order / Rev: 711222
Alt Order #:
Product Desc: Oct 29-Nov 6 2012
Estimate: 11780
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 08/31/12 / 10/09/12
Order Type: Political

WFMY-TV

Primary AE: Bill Lancaster
Sales Office: WFMY
Sales Region: LOC

Agency
Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Random Hills Road Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Cowell for NC Treasurer
Demographic: A25-54
Product Codes: PL-State/Local,PL-State/Local Misc
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	19	\$4,760.00	\$4,046.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	19	\$4,760.00	\$4,046.00	0.00
Totals	19	\$4,760.00	\$4,046.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	11/06/12	11/06/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	- 1 - - - -	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	- 1 - - - -		1				\$80.00		0.00			
N 2	WFMY	10/30/12	11/01/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	- 1 - 1 - -	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1 - 1 - -		2				\$130.00		0.00			
N 3	WFMY	10/29/12	11/05/12	CBS This Morning CBS This Morning	CM	8-10a	1 - - - - -	:30	1	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1 - - - - -		1				\$60.00		0.00			
		Week: 11/05/12	11/11/12	1 - - - - -		1				\$60.00		0.00			
N 4	WFMY	11/02/12	11/02/12	M-F 10-11a M-F 10-11a	CM	10-11a	- - - 1 - -	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - 1 - -		1				\$75.00		0.00			
N 5	WFMY	10/31/12	10/31/12	Price Is Right Price Is Right	CM	11a-12p	- - 1 - - -	:30	1	\$140.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - 1 - - -		1				\$140.00		0.00			

Advertiser:	Cowell for NC Treasurer
Product Desc:	Oct 29-Nov 6 2012
Estimate:	11780

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WFMY	10/31/12	10/31/12	Price Is Right Price Is Right	CM	11a-12p	-- 1----	:30	1	\$140.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- 1----		1				\$140.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	Price Is Right		11a-12p	-- W-----	:30		(\$140.00)		0.00	NM		
			See MG 5.2 [NA/Oversold]												
	2	WFMY	10/31/12-10/31/12	Price Is Right		11a-12p	-- W-----	:30		\$225.00		0.00	NM		
			Ⓜ MG for 5.1 10/31 [NA]												
N 6	WFMY	10/31/12	10/31/12	M-F 3-4p Let's Make a Deal	CM	3-4p	-- 1----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- 1----		1				\$95.00		0.00			
N 7	WFMY	10/30/12	10/30/12	M-F 4-5p Ellen Degeneres	CM	4-5p	- 1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1-----		1				\$100.00		0.00			
N 8	WFMY	11/01/12	11/01/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	--- 1---	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--- 1---		1				\$230.00		0.00			
N 9	WFMY	10/29/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	1-----	:30	1	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	1-----		1				\$225.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1				\$225.00		0.00			
N 10	WFMY	11/02/12	11/02/12	News 2 at 5 News 2 at 5	CM	5-530p	---- 1--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---- 1--		1				\$225.00		0.00			
N 11	WFMY	10/31/12	10/31/12	News 2 at 6 News 2 at 6	CM	6-630p	-- 1----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-- 1----		1				\$350.00		0.00			
N 12	WFMY	11/03/12	11/03/12	News 2 at 6 Saturday News 2 at 6 Saturday	CM	6-630p	----- 1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----- 1-		1				\$150.00		0.00			
N 13	WFMY	10/30/12	11/01/12	PA (M-F) PA (M-F)	CM	7-8p	- 1- 1---	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1- 1---		2				\$375.00		0.00			
N 14	WFMY	11/05/12	11/05/12	Mon Prime C Hawaii Five-0	CM	10-11p	1-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	1-----		1				\$850.00		0.00			
N 15	WFMY	11/02/12	11/02/12	Fri Prime A CSI: NY	CM	8-9p	---- 1--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---- 1--		1				\$800.00		0.00			
Totals													19	\$4,760.00	